

✓  
OCT -5 1921

©CL 17034 C

FOOTLIGHTS ✓

Photoplay in seven reels

✓ Story by Rita Weiman ✓

✓ Directed by John S. Robertson ✓

✓ Scenario by Josephine Lovett ✓

Author of photoplay, Famous Players  
Lasky Corporation of the United States

OCT -5 1921

# Exhibitors' Press Book



©QL 17034

Adolph Zukor  
presents

## Elsie Ferguson in "Footlights"

By RITA WEIMAN  
Dramatized by John S. Robertson  
Staged by Josephine Lovett

Before the footlights she was Lila  
Paraschova, the great Russian  
actress.

But off stage she was only pretty  
Lizzie Parsons from New England!

And then Lizzie's ideal man had to  
go and fall in love with Lila and  
her Russian ways!

All the glamour of back-stage is in  
this inside story of a star—the story  
of the life the public never can  
hear about.

*a*  
Paramount Picture



Elsie Ferguson in

# "FOOTLIGHTS"

A Paramount Picture



## Lobby Display to Attract Motion Picture Fans



### INSERT CARD



Elsie



### Data o

**UNDENI**  
of Am  
son, who,  
ance in "E  
come extre  
to innate a  
please her  
she has so  
achievement  
the best in  
ply, and i  
lights," the

### Has

Miss Fe  
power in "  
peared in p  
portray two  
tain that in  
to finer ad  
ture. As  
lights," wh  
which vital  
tensely rea  
Ferguson h  
her trip and  
fame Love"  
in this pic  
fame as a  
gone conclu

### John

Widely k  
the produc  
Hyde," "S  
other Para  
son is one  
identified w  
apprentices  
director, an  
fessionally  
managers a  
Mr. Robert  
the techniq  
dom, if ev  
direction o  
reaches a h  
is regarded  
work. It is

### Sto

Rita Wei  
magazine w  
original sto  
Ferguson's  
day Evenin  
tracted mu  
vides many  
both star a  
nizance. M

*If It*



Elsie Ferguson in

"FOOTLIGHTS"

A Paramount Picture



## EXHIBITORS' PRESS BOOK

CHARLES KENMORE ULRICH, Editor



### Data on Elsie Ferguson and Her Great New Paramount Picture, "Footlights"

UNDENIABLY one of the very foremost of American screen stars, Elsie Ferguson, who, since her initial screen appearance in "Barbary Sheep" in 1917, has become extremely popular, owes her success to innate artistry and painstaking effort to please her audiences. In all of her pictures, she has sounded the clear note of artistic achievement, so that her admirers look for the best in her vehicles that art can supply, and in her latest photoplay, "Footlights," they will not be disappointed.

#### Has Dual Role in Picture

Miss Ferguson has two roles of equal power in "Footlights." While she has appeared in photoplays which required her to portray two or more roles, it is quite certain that in none has she acquitted herself to finer advantage than in her latest picture. As a vaudeville actress in "Footlights," who does a great impersonation and which vitally affects her career, she is intensely real. This is the second picture Miss Ferguson has acted in since her return from her trip around the world, "Sacred and Profane Love" being the first. That her roles in this picture will greatly enhance her fame as a screen luminary, seems a foregone conclusion.

#### John S. Robertson, Director

Widely known as the man who directed the productions of "Dr. Jekyll and Mr. Hyde," "Sentimental Tommy," and many other Paramount successes, John S. Robertson is one of the most talented directors identified with the screen. He served his apprenticeship on the stage as player and director, and he has been associated professionally with many of the best known managers and stars of the legitimate stage. Mr. Robertson has an expert knowledge of the technique of the screen, so that he seldom, if ever makes a false move in his direction of important scenes. His artistry reaches a high plane in "Footlights"; and it is regarded as one of his finest pieces of work. It is most praiseworthy.

#### Story by Rita Weiman

Rita Weiman, author of "Footlights," is a magazine writer of growing reputation. The original story which was picturized for Miss Ferguson's use, was published in the *Saturday Evening Post* in May, 1919, and attracted much favorable comment. It provides many interesting moments of which both star and director have taken due cognizance. Miss Weiman is also a playwright



Elsie Ferguson

and collaborator whose work is advancing her rapidly to fame as a writer of ability and taste.

#### Adapted by Josephine Lovett

Josephine Lovett, a trained scenarist, is responsible for the excellent continuity displayed by "Footlights." It was to be expected that the writer of the continuity for "Sentimental Tommy" would do good work in "Footlights," and naturally, it was forthcoming. Miss Lovett has had extensive stage experience as leading woman for Robert Hilliard, Robert Edson and other stars. She is author of Billie Burke's picture story, "Away Goes Prudence" which scored heavily. "Footlights" is a fine testimonial to her skill as a writer of almost faultless continuity.

#### Story is Dramatic

Lizzie Parsons, a vaudeville entertainer, becomes famous for her impersonations. Oswald Kane, a theatrical manager, recognizing her talents, induces her to sign a contract by which he becomes her manager for five years, and she is to adopt the name of Lisa Parsinova, a Russian actress. She agrees to keep the secret of her impersonation, and proceeds to study for the part,

making herself proficient in Russian customs, language, dramatics and fencing.

Lisa Parsinova makes a great success and Brett Page, a wealthy New Yorker, falls in love with her. She is torn by doubts and fear, for she thinks Page loves the temperamental actress, and not the loving woman, in her. Kane agrees to abrogate her contract, provided she makes known in some manner that Lisa is dead, and never reveal the truth.

One day, Lisa disappears, and a boat containing the rich costumes of the actress is discovered. Page searches for Lisa in vain, but meeting Lizzie Parsons, a plainly dressed young woman, eating plain substantial American food, he realizes that he loves her, whether she be Lizzie or Lisa, American or Russian. Over their pie and coffee they plight their troth.

#### Fine Supporting Players

Miss Ferguson is finely supported in "Footlights." Her leading man is Reginald Denny, a well known player who was last seen in "Paying the Piper," a Paramount success. Marc MacDermott, who has wide experience as a legitimate stage as well as screen player, has a strong role. Octavia Handworth, well known as a vaudevillian, has an interesting role. The minor roles are in capable hands.

#### Roy Overbaugh, Cameraman

Roy Overbaugh adds another achievement to the art of photography with his work in "Footlights," a happy combination of director and cameraman which made the pictorial work in "Sentimental Tommy," of outstanding importance. The photography in "Footlights" is said to be most beautiful.

#### Ideas For Exploitation

There is no doubt that "Footlights" is the finest picture in which Miss Ferguson has been seen under Paramount auspices. It is an intensely appealing story and Miss Ferguson's portrayal of the role intrusted to her is the most artistic of her career. Exhibitors can dwell upon this point in their advertising with the perfect assurance that the statement is founded on fact.

Play up the direction by John S. Robertson, which is superb. Mr. Robertson has grouped his characters in this production with signal results. Even the monkeys which make a part of the show, seem to have been imbued with the importance of their roles and their antics will please old and young alike. The settings are immense and the cast is most noteworthy.

*If It's a Paramount Picture, It's the Best Show in Town*



Elsie Ferguson in

## "FOOTLIGHTS"

A Paramount Picture



### Some Business Pulling Exploitation Suggestions



#### FAMOUS PLAYERS

in Cast of Picture

#### "FOOTLIGHTS"

SEVERAL prominent players appear in support of Elsie Ferguson in "Footlights." Regarding Elsie Ferguson it is only necessary to say that she was born in New York City and was for years on the stage. In 1917, she began her motion picture career in "Barbary Sheep" and since that time she has appeared in a score or more picture successes. She is as popular as she is beautiful and is recognized as one of the foremost of American screen stars.

Some of Miss Ferguson's recent screen successes include "Lady Rose's Daughter," "His House in Order," "Counterfeit," "Sacred and Profane Love" and others. All of the pictures mentioned scored heavily and increased her vogue. She has a tremendous role in "Footlights," in which her artistry finds its highest expression.

##### Reginald Denny

Reginald Denny started his stage career in England at the age of six, in "The Royal Family." At sixteen, he ran away from school to play in "The Merry Widow." He played in stock companies in Syracuse, Rochester, Newark and Oakland, Calif. In New York, he appeared in "Twin Beds," "Rosalind," and in "The Professor's Love Story." Mr. Denny entered the motion picture field in 1919. "Bringing Up Betty," "The Oakdale Affair," "39 East," "The Price of Possession" and "Paying the Piper," are the pictures in which he appeared before playing in "Footlights," in which he has the leading man's role.

##### Marc MacDermott

Marc MacDermott was born in England and educated in Australia, where he spent the first eleven years of his stage career with George Ringold's Company. In America he was with Mrs. Patrick Campbell on her tours and in England with Richard Mansfield. He was sent around the world twice with the Edison Company, as their star. With the Vitagraph Company he appeared in "The Green God," "An Alabaster Box," and "Kathleen Mavourneen." Other productions are "The New Moon," "The Thirteenth Chair," "The Amazing Lover," and "The Red Virgin."

##### Octavia Handworth

Octavia Handworth had a notable career on the legitimate and vaudeville stage before entering the motion picture field in 1919. In "Footlights," Miss Handworth has the character part of Etta, a servant.

#### FACTS FOR FILM FANS

Regarding Elsie Ferguson's

#### "FOOTLIGHTS"

IF you have a house organ, the following questions and answers should find a place therein. They will serve to attract the attention of motion picture fans to your presentation of "Footlights."

Q.—Has Elsie Ferguson appeared in any Paramount picture since "Sacred and Profane Love"?—Fan.

A.—Miss Ferguson's picture following "Sacred and Profane Love," is "Footlights," which will soon be shown at this theatre. It is said the latest offering equals any in which this popular star has been seen this season.

#### MODISTE TIE-UP

HAVE the modistes in your town tie-up with you by making window displays of fashionable gowns with this placard:

##### FASHIONABLE GOWNS

Similar to These are Worn by

ELSIE FERGUSON

in Her New Paramount Picture

"FOOTLIGHTS"

Which will be Shown at the ..... Theatre Next.....

BUY THE GOWNS!  
SEE THE PICTURE!

Q.—What is the theme of "Footlights," Elsie Ferguson's latest Paramount starring vehicle?—Mary MacS.

A.—The story deals with the stage. The heroine is first an unsophisticated country girl, then a vaudeville entertainer with a great talent for impersonations and then, to gratify a canny theatrical manager, she assumes the character of a Russian actress. This leads to complications in which a powerful love interest is developed, and many dramatic incidents follow. We will show this picture here at an early date.

Q.—Who is Elsie Ferguson's leading man in "Footlights"?—H. D. C.

A.—Reginald Denny, a talented stage player. He began motion picture work in 1919, and has been seen in such Paramount pictures as "The Price of Possession" and "Paying the Piper." He is a capable leading man and a popular favorite.

Q.—Who directed Elsie Ferguson in "Footlights"?—Curious.

#### MAIL CAMPAIGN

for the Exploitation of

#### "FOOTLIGHTS"

EXHIBITORS having a mailing list may find the following letter on "Footlights" valuable. Send it to theatre patrons a week before the opening display.

PARAMOUNT THEATRE

Dear Mrs. Jane Watson:—

Whenever we are able to announce the forthcoming presentation at our theatre of a picture starring Elsie Ferguson, one of the best known luminaries of the screen, our patrons realize that they have an artistic treat in store for them. We are glad to announce Miss Ferguson's latest Paramount picture, "Footlights," which we will feature at this theatre for ..... days beginning ..... next.

This is a delightful photoplay in which Miss Ferguson plays two roles—an unsophisticated country girl and a Russian actress. The love interest is strong and the situations exceptionally thrilling. Reginald Denny, a screen favorite is her leading man. The picture is a work of art which you will want to see and admire. We recommend it to you as one of the best we have shown this season.

Yours sincerely,  
..... Manager.

Send the following postcard so that your patrons will receive it not later than the day previous to your opening showing:

PARAMOUNT THEATRE

Dear Mrs. Jane Watson:—

This is to remind you that beautiful Elsie Ferguson, famous Paramount star, will appear at this theatre to-morrow in a delightful photoplay, depicting stage life, "Footlights." This is undeniably one of the best vehicles in which Miss Ferguson has been seen this season and we assure you that the presentation will afford you great pleasure.

Yours sincerely,  
..... Manager.

Use the accessories prepared for this production, all of which are shown in this Press Book and your theatre will be packed at every performance.

A.—John S. Robertson. He directed "Sentimental Tommy" with signal success, and his work in Miss Ferguson's picture is no less praiseworthy.

Q.—Who wrote the story of Elsie Ferguson's Paramount picture, "Footlights"?—F. K. G.

A.—Rita Weiman, a magazine writer. Her story, "Footlights," appeared in the *Saturday Evening Post* two years ago.

Q.—Who scenarized "Footlights"?—N. C.

A.—Josephine Lovett, a capable continuity writer and in private life, the wife of John S. Robertson, the director.

If It's a Paramount Picture, It's the Best Show in Town

Elsie Ferguson in

## "FOOTLIGHTS"

A Paramount Picture



### Some Business Pulling Exploitation Suggestions



#### REVIEW

Work

#### "FOOTLIGHTS"

HEREWITH Elsie Ferguson in "Footlights," send to the home town.

ELSIE

Famous Picture Hit in

Elsie Ferguson scored a double feature picture at the Theatre last week as an actress in her professional years and as a celebrity. The love enters the picture after the first act.

Miss Ferguson's excellent portrayal of the leading lady Handworth, ten by Rita Weiman, was director's favorable in

New Elsie Ferguson in "Footlights," peeling story plays two roles. The story, an exceptional as well as the her support Denny, produced by John S. Robertson, splendid real writer of the was made by

"Footlights" Elsie Ferguson proved to be presented at the theatre. It is peeling then makes a gripping love story. The leading lady Rita Weiman, Robertson was

If It's a Paramount Picture, It's the Best Show in Town



Elsie Ferguson in

## "FOOTLIGHTS"

A Paramount Picture



Superb Story, Great Cast, Up-to-Date Reviews



### REVIEWS FOR PRESS

Worth Printing of Picture  
"FOOTLIGHTS"

HEREWITH are given brief reviews of Elsie Ferguson's latest Paramount picture, "Footlights," which exhibitors should send to the motion picture editors of their home town newspapers:

#### ELSIE FERGUSON WINS

Famous Paramount Star Scores Decided Hit in New Picture, "Footlights"

Elsie Ferguson, beautiful Paramount star, scored a decided hit in her latest dramatic feature picture, "Footlights," at the Theatre last night. Miss Ferguson is seen as an actress in the picture who, to advance in her profession, sinks her identity for several years and impersonates a Russian stage celebrity. But ambition gives way when love enters her heart, and she finds contentment after a highly dramatic wooing.

Miss Ferguson is as usual, excellent in her portrayal of two distinct roles. She is excellently supported by Reginald Denny, leading man, Marc MacDermott, Octavia Handworth and others. The story was written by Rita Weiman and John S. Robertson was director. The picture created a highly favorable impression.

#### New Ferguson Picture Scores

Elsie Ferguson's latest Paramount picture, "Footlights," an intensely dramatic and appealing story, in which the beautiful star plays two roles, was received with great applause at the Theatre last night. The story, written by Rita Weiman, is one of exceptional interest and its gripping quality, as well as the superb acting of the star and her supporting players, headed by Reginald Denny, proved delightful to the audience. John S. Robertson, who directed "Sentimental Tommy," directed "Footlights" with splendid results. Rita Weiman, a magazine writer of note is author and the adaptation was made by Josephine Lovett.

#### "Footlights" Great Picture

"Footlights," the new starring vehicle for Elsie Ferguson, famous Paramount star, proved to be a great photoplay when it was presented at the Theatre yesterday. It is an unusually thrilling and appealing theme and deals with an actress who makes a great impersonation. There is a gripping love theme and many of the situations are quite dramatic. Reginald Denny, the leading man, was artistic in his portrayal. Rita Weiman is the author and John S. Robertson was the director.

### ELSIE FERGUSON

Plays Strong Dual Role in  
"FOOTLIGHTS"

ELSIE FERGUSON, the beautiful Paramount star, is quite delightful in her latest picture, "Footlights," in which she has a dual role of great dramatic power. The cast and story follow.

Lizzie Parsons is a New England girl, who, determined to go on the stage, leaves her home to become a vaudeville entertainer. Three times a day she goes through the routine of giving impersonations. As a climax to the sketch, she gives her own interpretation of Nora in Ibsen's play, "The Doll's House."

It was while acting this part that she attracted the attention of Oswald Kane, who

#### "FOOTLIGHTS"

##### The Cast

Lizzie Parsons	Elsie Ferguson
Lisa Parsinova	..... Elsie Ferguson
Brett Page	..... Reginald Denny
Oswald Kane	..... Marc MacDermott
Etta	..... Octavia Handworth

had come to the cheap variety house looking for undiscovered talent. Recognizing her ability, he formulates a plan to introduce her on the New York stage as a Russian actress. Lizzie readily agrees to the contract, which states that for five years she is to be under his management, and in that time not to communicate to anyone her identity. For two years, she is to devote herself to the transformation, studying the Russian language and customs, dramatics and fencing.

Lisa Parsinova, as Lizzie is now known, makes her debut on the American stage with great success. The name of the Russian actress is on everyone's lips. The dream of her childhood has been accomplished and Lizzie is radiantly happy until Brett Page,

#### Fine 22x28 Lobby Photo



### BIG PUNCH SCENES

Are Aplenty in Photoplay  
"FOOTLIGHTS"

LIZZIE PARSONS, a new England girl, determines to adopt a stage career and bids her relatives farewell.

She obtains an engagement as impersonator in vaudeville, and scores a great success by her impersonation of a Russian actress.

She signs a contract hiding her identity for ten years and appears as Lisa Parsinova, the Russian actress she has been impersonating.

Hubert Randolph, a wealthy New Yorker, sees her performance and falls madly in love with her. Lizzie returns his love, but believing he loves the sentimental actress she is impersonating rather than herself, the woman, she battles with herself.

Oswald Kane agrees to release Lizzie from her contract on condition that her second self—Lisa Parsinova, disappears forever from the scene and that she shall not reveal her great impersonation.

Lizzie agrees and one day an empty boat is found in which are the rich costumes of Lisa. Randolph searches in vain for the body of his sweetheart.

Randolph meets Lizzie, plainly dressed, and eating plain food. Over their pie and coffee he convinces her that whether she be Lizzie or Lisa, American or Russian, he loves her for herself alone and both are happy.

a wealthy New Yorker, falls in love with her.

There is something about his upright, big American manner that makes Lizzie hate the lie she is living. She is torn between the choice of her career, in which she has achieved assured success, and the privilege of being herself. And she thinks that Brett Page is in love with the temperamental actress, rather than her true self. It means a double sacrifice, but so unbearable has her role become that she willingly makes it. Kane agrees to release her from the contract if she will in some way make it known that Lisa is dead, and never reveal the fact of her impersonation.

At the end of the season, an empty boat is found containing the elaborate clothes of Lisa Parsinova. Brett Page rushes to the spot and searches vainly for the body. He meets Lizzie, now transformed into an unsophisticated girl, wearing American clothes and eating real United States food. Over their pie and coffee, Page has little difficulty in convincing her that, Lizzie or Lisa, American or Russian, he loves her.

If It's a Paramount Picture, It's the Best Show in Town

Five

Elsie Ferguson in

## "FOOTLIGHTS"

A Paramount Picture

Adolph Zukor presents

# Elsie Ferguson in "Footlights"



### Lizzie Parsons—Humbug!

She had fooled and won the world as "ze gr-r-r-eat Russian actress, Lisa Parsinova." Had even invented a lurid "past."

Now, rich and famous, she had found her first love. And love demanded—the truth! Come and see Lizzie and Lisa fight it out!

Story by Rita Weiman  
Directed by John S. Robertson  
Photoplay by Josephine Lovett

Two-Column Press Ad 2A

All Week Theatre 11 to 11

ELSIE  
FERGUSON

in

"Footlights"

ALSO

Paramount — FATTY ABUCKLE — Comedy

Two-Column Type Ad



Adolph Zukor  
presents

# Elsie Ferguson in "Footlights"

A Paramount Picture

The story of a girl who won fame on the stage by adopting a Russian name and a "past." And when, for love, she wanted again to be her real self—You'll say it's Elsie Ferguson's greatest picture!

Also

Paramount  
FATTY ARBUCKLE  
Comedy

One-Column Press Ad 1A

## Theatre

ELSIE  
FERGUSON

in

"Footlights"

A

Paramount Picture

Also

Rest of Bill

One-Column Type Ad



Elsie Ferguson in

"FOOTLIGHTS"

A Paramount Picture



## Scene Cuts and Supplementary Advertisement



Elsie Ferguson in the Paramount Picture "Footlights"  
Two-Column Production Cut 2P



Elsie Ferguson and Marc MacDermott  
in a scene from the Paramount Picture  
"Footlights"

One-Col. Production Cut 1PA

Mr. Exhibitor:—You can readily make ads with halftones by adding copy, borders, etc. to production cuts on this page. Also see regular line-and-half-tone three-column ad on the front cover.




Elsie Ferguson  
in "Footlights"  
A Paramount Picture

One-Col. Production Cut 1PB

Adolph Zukor presents

**Elsie Ferguson**  
in  
**"Footlights"**  
A Paramount Picture



She signed away five years of her life in return for fame on the stage. And before her time was up—went tumbling into love! What then?  
A vivid "inside" tale of the life of the theatre. With the beautiful star in the gayest, most enjoyable role of her whole career.

Also  
**Paramount**  
**FATTY ARBUCKLE**  
Comedy

**All Week Theatre 11 to 11**

Two-Column Press Ad with Supplementary Cut 2AS



Elsie Ferguson in

## "FOOTLIGHTS"

A Paramount Picture



# Advance Stories for Your Town Newspapers



### FINE SCENE SETTINGS

Are Artistically Revealed in  
"FOOTLIGHTS"

THAT people can be judged by their homes, whether it be a many-roomed mansion, with a dozen baths, or a two by four, sky-light room in a shabby boarding house, is an accepted fact. Something of the personality of the inhabitants will pervade the place. Perhaps that is what makes the settings so interesting in "Footlights," a Paramount picture starring Elsie Ferguson, that comes to the Theatre, on ..... next.

In this picture of an American girl, who impersonates a Russian actress and as such becomes famous, the settings tell a story in themselves. The living room of Lisa Parsinova, as she is known to the world, is furnished in true Russian style. The smallest accessory show that Lisa Parsinova has been accustomed to every luxury.

The bed room of this same apartment tells quite another story. The room shows the character of the actress as she is away from the demands put upon her by the public. Simplicity and refinement are the dominant notes. The furniture is Colonial, the hangings are chinz and the curtains are of net. Should anyone be permitted to glance into this room, the secret of the true identity of the actress would be revealed.

So the American girl, who could so easily assume the role of a Russian, combines her two personalities successfully in her apartment. Reginald Denny plays opposite the star.

### PICTURE SUPPORTS THEORY

Reincarnation Principle Has Its Inning in Elsie Ferguson's "Footlights"

If there be any truth in the theory of reincarnation, Lizzie Parsons, the American girl portrayed in the Paramount picture, "Footlights," which comes to the Theatre for ..... days, beginning ..... next, must have been a Russian Princess, in a previous existence. As a child, she was attracted to Russian books and at night when her family had retired, she would act out the roles of many Russian heroines. In later years, carrying out her determination to go on the stage, she gave interpretations of these parts, in a cheap vaudeville house. Her talent was recognized by a theatrical manager, who exploits her as a Russian actress of European fame.

So natural was the transformation of the conventional New England girl to that of a worldly Russian actress, that Lizzie succeeded in deceiving those of her supposed nationality. Many interesting developments ensue. Reginald Denny is leading man.

### New Elsie Ferguson Role

The role of Lisa Parsinova in "Footlights," Rita Weiman's story of the stage in which Elsie Ferguson will appear at the Theatre next ..... calls for strenuous activity on the part of the Paramount star. In one of the scenes Miss Ferguson takes fencing lessons from a fencing master and John S. Robertson, her director, who insists on correct details, had Miss Ferguson rehearse the fencing scene a half dozen times before the camera "shot" the scene. Reginald Denny plays opposite the star. The support generally is excellent.

### ELSIE FERGUSON

Wears Thirty-nine Gowns in  
"FOOTLIGHTS"

NO fewer than thirty-nine gowns are worn by Miss Elsie Ferguson, who takes the part of an American girl, impersonating a Russian actress in "Footlights," a Paramount picture which comes to the Theatre next ..... Dainty morning dresses, luxuriant gowns for afternoon and evening, filmy negligees and daring sport costumes constitute her wardrobe in this splendid production.

Miss Ferguson, who has been termed the most beautifully dressed woman on the screen, considers this one of the most delightful roles of her career. "The gowns have helped me in my interpretation," Miss Ferguson said, "just as they helped Lizzie Parsons to lose her identity in Lisa Parsinova. My only regret is that the audiences will not have an opportunity to see the exquisite coloring of the gowns."

As Lisa Parsinova, Miss Ferguson wears the creations of the most prominent modistes of Paris and America. Beside being the last word in fashion, they have the added interest of having a Russian note. Everyone of the thirty-nine changes from the silver cloth and pearl evening dress, to the velvet bathing suit, are original in design and unique in treatment.

### ILLUSTRATE THE STORIES

Illustrate these stories with the scene cuts shown on page 7. Motion picture editors will surely print all of them.

With one of these gowns, Miss Ferguson wears a necklace of rare quality, which was a gift of the Rajah of India to Queen Victoria of England at the time of her coronation.

### FAMOUS COLUMNISTS IN FILM

Don Marquis and Christopher Morley in Elsie Ferguson's "Footlights"

Along with an exceptional cast, including Elsie Ferguson, Reginald Denny and Marc MacDermott, the Paramount picture, "Footlights," which will be shown at the Theatre next ..... boasts two distinguished newspaper men as "extras." They are Don Marquis, columnist of the New York Evening Sun and Christopher Morley, who presides over the New York Evening Post's column, "The Bowling Green."

It is quite appropriate that for the debut performance of Lisa Parsinova, the role taken by Elsie Ferguson, among the "extras" used in the audience should be these two distinguished newspaper men. They perhaps have not missed a single first night performance of a worth while play in New York.

Don Marquis and Morley were eager for an opportunity to be in a motion picture because for some time they have wanted to write some good wheezes about the screen. Unlike most writers of the movies, however, they decided to come inside and get their information at first hand.

### ELSIE FERGUSON HAS

Dual Role of Great Power in  
"FOOTLIGHTS"

ELSIE FERGUSON, who is starring in "Footlights," a Paramount picture which will be shown at the Theatre next ..... brings to her role the finesse of both stage and screen experience. The part, which portrays an American, who is introduced on the New York stage as a Russian actress, challenges the best of Miss Ferguson's art. In one scene she gives an impersonation of Eddie Foy and in another she has a fencing bout. All through the picture there are the two personalities at play, the one of the puritanical New England girl, and that of the pampered Russian actress.

In making this picture, Miss Ferguson has broken a precedent. She has refused to appear in many plays and pictures, dealing with the stage, feeling that no true presentation of the profession has been given.

"Footlights," tells the story of a vaudeville entertainer who becomes the most famous actress in America. Her rise to fame, although unique in every way, is made through struggles, hardships and sacrifices. It is not the exaggerated story of an overnight career with flowers and dinner parties. To reach this height, Lizzie Parsons, had to give up her friends and past associations and lose her identity in that of a Russian.

Miss Ferguson's interpretation of this role makes "Footlights" the outstanding picture of the year. Reginald Denny heads a capable supporting cast of players.

### STAR LIKES "FOOTLIGHTS"

Elsie Ferguson Breaks Precedent in Filming Her Latest Vehicle

In making her latest Paramount picture, "Footlights," a story of the stage, which will be shown at the Theatre next ..... Miss Ferguson had steadfastly refused to appear in pictures of stage life, because such stories in her opinion, usually strike a false note. In "Footlights," however, the story of the stage has a distinct flavor of reality and Miss Ferguson was delighted with her opportunity to play the part of Lizzie Parsons, a New England girl who wins success on the stage.

"So many stories of the stage are exaggerated and so impossible that I have always made it a rule never to appear in pictures made from them," said Miss Ferguson. It is because the story of "Footlights" gives such a good interpretation of stage life that I am glad to break my rule against that type of picture. I believe it will be one of the most interesting pictures I have made."

### Reginald Denny in "Footlights"

Reginald Denny, a well known stage favorite, plays opposite Elsie Ferguson in her latest Paramount picture, "Footlights," which will be shown at the Theatre next ..... Denny plays the part of Brett Page, a young New York millionaire, who falls in love with the great Russian actress—the part which Miss Ferguson portrays. Mr. Denny appeared with Ethel Clayton in "The Price of Possession" and preceding that he played one of the leading parts in George Fitzmaurice's "Paying the Piper," a recent Paramount release.

If It's a Paramount Picture, It's the Best Show in Town

Eight

### TYPE

Ch  
ee

### THEATRE

ions, a  
Greeks of  
buildings,  
joy forever  
ago are to  
Elsie Ferg  
lights," wh  
tre next ..  
are shown.  
erations at  
decorations  
an outrage  
collecting  
in every d  
with Pomp  
It is the  
Parsons, t  
son, is di  
manager.  
stage, som  
as a Russi  
two contin  
ing part in  
story of a  
John S. R  
ald Denny

### SE

Those in  
Wer

The most  
art were  
Robert M.  
"Footlights,  
Elsie Ferg  
Theatre ne  
both theat  
trast in de  
first a fla  
with its o  
plush seat  
ern theatre  
set was m  
theatre by  
tion was  
distinctive  
hounded fr  
dencies are  
still anothe  
wide doors  
tone in the

### "Fo

John S.  
production  
story, in w  
which com  
.....  
duced Sir J  
worked tog  
Josephine  
pared the c  
in charge o

The final  
Paramount  
tracted so n  
the .....

If I



Elsie Ferguson in

## "FOOTLIGHTS"

A Paramount Picture



Live Press Yarns That Should Please Picture Fans



### TYPES OF THEATRES

Change as Shown in Picture  
"FOOTLIGHTS"

THEATRE types and decorations, like fashions, are continually changing. Unlike the Greeks of the Golden Age, who constructed their buildings, believing that "a thing of beauty is a joy forever," the theatres built even fifty years ago are today discarded as ugly and stuffy. In Elsie Ferguson's new Paramount picture, "Footlights," which comes to the Theatre next, two different types of theatres are shown. One is of the period that two generations ago was considered up-to-date. The decorations are pretentious and over done, with an outrageous curtain design and shabby dust-collecting plush seats. The other, ultra modern in every detail, reflects the art of the Greeks with Pompeian decorations.

It is the first of these theatres that Lizzie Parsons, the character played by Miss Ferguson, is discovered by a prominent theatrical manager. She is introduced on the New York stage, some years after, in the second theatre as a Russian actress, supposedly famous on the two continents. The settings play an interesting part in the picturization of "Footlights," the story of which was written by Rita Weiman. John S. Robertson was the director and Reginald Denny is leading man.

### SETTINGS ARE ARTISTIC

Those in Elsie Ferguson's New Picture Were Designed by R. M. Haas

The most fertile fields of ancient and modern art were robbed of their best suggestions by Robert M. Haas, who designed the sets for "Footlights," a new Paramount picture starring Elsie Ferguson, which comes to the Theatre next. The two largest sets, both theatre interiors, present an extreme contrast in decorative and architectural art. The first a flashy theatre of two generations ago, with its outrageous curtain design and shabby plush seats was the antithesis of the ultra modern theatre erected for later scenes. The latter set was made from original designs for an art theatre by Mr. Haas. In it the Greek construction was modernized and relieved by several distinctive Pompeian notes, among them a silhouetted frieze above the boxes. English tendencies are seen in a theatrical office, and in still another, Gobelin tapestries hung between wide doors, present a distinctive and original tone in theatrical decoration.

### "Footlights" Finely Produced

John S. Robertson directed the Paramount production of "Footlights," Rita Weiman's story, in which Elsie Ferguson is starred and which comes to the Theatre next. The same working unit which produced Sir J. M. Barrie's "Sentimental Tommy," worked together in the filming of "Footlights." Josephine Lovett (Mrs. John Robertson) prepared the continuity and the camera work was in charge of Roy Overbaugh.

### Last Showings Today

The final showings of Elsie Ferguson's new Paramount picture, "Footlights," which has attracted so much attention here will take place at the Theatre today. It's a great picture.

### STRONG CHARACTER

in Transformation Revealed in  
"FOOTLIGHTS"

TRANSFORMING an American girl, reared in a simple New England town, to a pampered Russian actress is every bit as hard as it sounds. In "Footlights," a Paramount picture starring Elsie Ferguson, coming to the Theatre on next, this development is shown step by step.

Lizzie Parsons, the American girl, as played by Elsie Ferguson, took two years of complete isolation and hard study to accomplish this feat. Her entire life had to be changed. She had to surround herself with Russian servants and teachers. Instead of simple American food, she had to acquire a taste for herrings. For coffee, she learned to drink tea, mixed with lemon and whisky, without sugar, and she had to replace her after-dinner apple with cigarettes. The hardest sacrifice that she had to make was when her little kitten was taken away as being too American and she was given a monkey, an animal that she loathed, to make a pet of.

But Lizzie Parsons succeeds, as only an American girl can succeed, in the transformation. Her sham is not discovered even by Russians. Elsie Ferguson who is starring in the picture brings to the role a keen interpretation. Reginald Denny is leading man and others in the cast include Marc MacDermott, and Octavia Handworth.

### "Footlights" Drawing Big

Elsie Ferguson's powerful Paramount picture, "Footlights," is drawing big audiences to the Theatre at every showing this week. The costumes, settings, story, direction and acting are far above the average. Reginald Denny is Miss Ferguson's leading man.

### Exhibitors' Advertising Accessories

#### for "FOOTLIGHTS"

All these accessories can be secured from your exchange. Send list of what you want, with check or money order.

#### POSTERS (as illustrated on back cover)

One Sheet (B) ..... \$ .15  
Three Sheet (C and D) ..... .45  
Six Sheet (E) ..... .90  
Twenty-four Sheet ..... 2.50

#### LOBBY DISPLAY PHOTOS

22 x 28 ..... \$ .60  
11 x 14 Set of nine ..... .60  
8 x 10 Publicity, each ..... .10  
8 x 10 Star, each ..... .10

#### SCENE CUTS (Coarse Screen)

One Column ..... \$ .25  
Two Columns ..... .40

#### SLIDE

Special Announcement Slide ..... \$ .15

#### STAR CUTS (Coarse Screen)

One Column ..... \$ .25  
Two Columns ..... .40  
Circle Thumbnail (coarse or fine) ..... .15

#### ADVERTISING CUTS

One Column ..... \$ .35  
Two Columns ..... .65  
Three Columns ..... 1.35  
Supplementary (Two Columns) ..... .25

#### MATS, ADVERTISING, PRODUCTION, ETC.

One Column ..... \$ .05  
Two Columns ..... .10  
Three Columns ..... .15  
GILT EDGED FRAMES, Size 16x40 ..... 1.50  
Insert Cards (14x36) to fit above ..... .25

Press Book, Music Cues and Money Sheets are GRATIS.

### UNIQUE PHOTOPLAY

is Elsie Ferguson's Picture  
"FOOTLIGHTS"

THE Paramount picturization of Rita Weiman's story, "Footlights," starring Elsie Ferguson which comes to the Theatre on next, is unique in every detail. It tells of Lizzie Parsons, a New England girl, who becomes a vaudeville entertainer and impersonator.

She attracts the attention of Oswald Kane, a theatrical manager who resolves to introduce her on the New York stage as a Russian actress. Lizzie signs a contract, which states that for ten years she is to be under his management and in that time not to reveal her identity.

Lisa Parsinova, as Lizzie is now known, makes her debut with great success. Brett Page, a wealthy New Yorker falls in love with her. There is something about his upright, big American manner that makes her hate the lie she is living. She thinks that Randolph is in love with the temperamental actress rather than her true self. Then follow developments of an interesting nature. Reginald Denny, leading man, heads a strong supporting cast.

### "FOOTLIGHTS" STAGE STORY

Elsie Ferguson's New Paramount Picture Has Vital Theme

Elsie Ferguson's latest Paramount picture, "Footlights," which will be the feature at the Theatre next, is a story of the stage and has an unusually vital theme. The plot deals with a young country girl who is ambitious to become an actress and who later impersonates a Russian actress, by which she wins fame. When a young man enters her life and professes love for her, she is convinced he loves the erratic Russian actress and not the woman herself. So when she arranges to have the Russian woman apparently drown and appears as plain Lizzie Parsons, only to discover her error regarding her sweetheart's sentiments, she finds happiness. The picture has been splendidly produced and Reginald Denny heads a supporting cast of exceptionally clever players. John S. Robertson was the director.

### "Footlights" Great Picture

"Footlights," Elsie Ferguson's latest Paramount picture, which will be shown at the Theatre next, is said to be the best in which this popular star has been seen this season. The story deals with the stage and Miss Ferguson has a dual role of signal power. Reginald Denny is the leading man.

### Ancient Home in "Footlights"

One of the oldest homes on Long Island was donated to the Paramount organization through the courtesy of Commodore Swan, of Oyster Bay, for the picturization of "Footlights," in which Elsie Ferguson is the star and which comes to the Theatre next.

The house which was built in 1670, is used for the childhood home of Lizzie Parsons, the role taken by Miss Ferguson. The house stands as it was built, 250 years ago. The living room with its huge beams and its old mahogany and walnut furniture, imported from England, made an interesting background for a number of scenes.

If It's a Paramount Picture, It's the Best Show in Town



Elsie Ferguson in

"FOOTLIGHTS"

A Paramount Picture



Three-Column Press Ad - Mats or Electros



LIZZIE PARSONS,  
born in New Eng-  
land and "scraping  
by" in a cheap va-  
riety show.

Then—  
Lisa Parsinova, "ze  
gr-r-r-eat Russian  
actress," idolized by  
millions.

Thus, on a bluff, she  
lived the most varied  
and fascinating role  
beautiful Elsie Ferg-  
uson ever played.

Adolph Zukor  
presents

# Elsie Ferguson in "Footlights"



Directed by John S. Robertson - Story by Rita Weiman - Photoplay by Josephine Lovett

3A

If It's a Paramount Picture, It's the Best Show in Town

Ten

Elsie



ELSIE

NO MO



EVER

IT I

If I

Elsie Ferguson in

"FOOTLIGHTS"

A Paramount Picture



Lovely Parisian Gowns Will Make Women Gasp



ELSIE FERGUSON WEARS 39 BEAUTIFUL FRENCH CREATIONS  
IN HER NEW PARAMOUNT PHOTOPLAY, "FOOTLIGHTS"

NO MORE CHARMING MODISTE'S FASHION DISPLAY EVER WAS SEEN ON THE SCREEN BEFORE!



*Elsie Ferguson Beautifully Garbed, in a Scene in "Footlights"*

EVERY WOMAN IN THE COUNTRY WILL ADMIRE THIS DELIGHTFUL PICTURE  
IT IS UP TO THE EXHIBITOR TO ADVERTISE ITS MANY REMARKABLE FEATURES

*If It's a Paramount Picture, It's the Best Show in Town*

Eleven



Elsie Ferguson in

"FOOTLIGHTS"

A Paramount Picture

## Beautiful Posters to Build Bigger Business



Three Sheet-C

FOR ADVERTISING  
ACCESSORIES, SCENE  
CUTS and LOBBY  
CARDS  
SEE PAGES 6, 7, 10



Six Sheet-E



One Sheet-B



Three Sheet-D

FOR EXHIBITORS  
ACCESSORIES  
PRICE LIST  
SEE PAGE 9



Twenty-Four Sheet-F

LAW OFFICES  
FULTON BRYLAWSKI  
JENIFER BUILDING  
WASHINGTON, D. C.  
TELEPHONES MAIN 585-586

OCT -5 1921

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

37483 OCT-5'21

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of  
Famous Players-Lasky Corporation

FOOTLIGHTS 7 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players-Lasky Corporation hereby  
acknowledges the receipt of two copies each of the motion  
picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
FOOTLIGHTS	10/5/21	L: ©CL 17034

1/2 Copies Returned

OCT 5 1921

By D. E. in Person

The return of the above copies was requested by the said company, by its agent and attorney, on the 5th day of October, 1921, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

*Fulton Brylawski*  
O.K.-B.F.T.  
OCT -7 1921



This document is from the Library of Congress  
“Motion Picture Copyright Descriptions Collection,  
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center  
The Library of Congress